08/29/85

PHILIP MORRIS

PLAN-O-GRAM SYSTEM

KROGER - HOUSTON

Economic Impact of Potential Lost Sales

UNIVERSAL 180 RACK

VOLUME.RANGE: 800-899

COMPANY	Payments	Profit from Potential Sales	Payments + Profits	Potential Lost Revenue	Total Profit
PM	0	2,080	2,080	-904	1,177
RJR	93	1,547	1,640	0	1,640
BW	73	545	618	0	618
AB	64	337	401	0	401
LOR	68	229	297	0	297
LM	17	150	167	0	167
	315	4,888	5,203	-904	4,299

* From Rack Set

2061558892

Source: https://www.industrydocuments.ucsf.edu/docs/nscy0004

08/29/85

PHILIP MORRIS

PLAN-O-GRAM SYSTEM

KROGER - HOUSTON

Weekly Out of Stock by Company

UNIVERSAL 180 RACK

Supermarket - 895 cpw
HOUSTON - 155 BRANDS

COMPANY	Average Weekly Cartons Out of Stock	Average Monthly Cartons Out of Stock
Philip Morris	163	701
R. J. Reynolds	0	0
Brown & Williamson	0	0
American Brands	0	0
Lorillard	0	0
Liggett Group	0	0
TOTAL	163	701

2061558893

Source: https://www.industrydocuments.ucsf.edu/docs/nscy0004